

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1,4, 6 and 8 and CANCEL claim 10 in accordance with the following:

1. (CURRENTLY AMENDED) A commodity sales ~~mediation promotion~~ system for presenting commodity ~~information~~ advertisements, comprising:
  - a non-contact information transfer medium in which ~~the purchased commodity information history of a commodity purchased commodities~~ by a user is stored; and
  - a commodity sales ~~mediation promotion~~ apparatus comprising non-contact information reading means for reading the ~~purchased commodity information history of purchased commodities~~ stored in said the non-contact information transfer medium in a non-contact fashion when said the non-contact information transfer medium reaches in a predetermined predefined region, and commodity ~~information~~ advertisements output means for outputting commodity ~~information~~ advertisements selected-based on the ~~purchased commodity information history of purchased commodities~~ read by said the non-contact information reading means, and preference set by an administrator of the commodity sales promotion apparatus,
  - wherein said the commodity ~~information~~ advertisements output means outputs the ~~presented commodity information~~ advertisements through electric communication means by audio-video means, and the ~~purchased commodity information history of purchased commodities~~ is information written to in said the non-contact information transfer medium in the non-contact fashion.
2. (CANCELLED)
3. (CANCELLED)
4. (CURRENTLY AMENDED) A commodity sales ~~mediation promotion~~ apparatus for presenting commodity ~~information~~ advertisements, comprising:

non-contact information reading means for reading history of purchased commodities by a user in non-contact fashion when a the non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored, reaches in a predetermined predefined region, the information of commodities purchased by a user is written into the purchased commodity information being stored in said non-contact information transfer medium in a non-contact fashion; and

commodity information advertisements output means for outputting commodity information selected advertisements -based on the purchased commodity information history of purchased commodities read by said the non-contact information reading means, and preference set by an administrator of the commodity sales promotion apparatus.

wherein said the commodity information advertisements output means outputs the presented commodity information advertisements through electric communication means by audio-video means, and the purchased commodity information history of purchased commodities is information written to said in the non-contact information transfer medium in the non-contact fashion.

5. (CANCELLED)

6. (CURRENTLY AMENDED) A commodity sales mediation promotion method for presenting commodity information advertisements, comprising:

storing the purchased commodity information information of a commodity purchased commodities by a user in a non-contact information transfer medium;

reading, in a non-contact fashion, the purchased commodity information history of purchased commodities stored in a said non-contact information transfer medium when said the non-contact information transfer medium reaches in a predetermined predefined region; and

outputting commodity information advertisements selected -based on the purchased commodity information history of purchased commodities having been read in the non-contact fashion,

wherein the commodity information advertisements is information presented through electric communication means by audio-video means, and the purchased commodity information history of purchased commodities is information written to said in the non-contact information transfer medium in the non-contact fashion.

7. (CANCELLED)

8. (CURRENTLY AMENDED) A ~~recording~~ non-contact information transfer medium capable of being read by a ~~computer~~ commodity sales promotion apparatus, wherein the ~~recording~~ non-contact information transfer medium stores a program for causing the ~~computer~~ to execute a function for reading, when a ~~non-contact information transfer~~ medium in which the ~~purchased commodity information history~~ of purchased commodities by a ~~user~~ of a commodity purchased by a user is stored and the ~~non-contact information transfer~~ medium, when it reaches in a predetermined predefined region, is capable of providing the purchased commodity information history of purchased commodities stored in said non-contact information transfer medium to a commodity sales promotion apparatus in a non-contact fashion and for outputting commodity ~~information~~ advertisements selected based on the purchased commodity ~~information~~ history of purchased commodities having been read in the non-contact fashion wherein, the commodity ~~information~~ advertisements being ~~is~~ information presented through electric communication means by audio-video means, and the purchased commodity ~~information history of purchased commodities~~ being ~~is~~ information written to said in the non-contact information transfer medium in the non-contact fashion.

9. (CANCELLED)

10. (CANCELLED)